



Navy Recruiting Command's Contribution to "Right Sailor"

Presented by:
W.Scott Slocum
Navy Recruiting Command

NAVY
accelerate your life™



“Right Sailor”

The “Right Sailor” =
Right Numbers +
Right Skills +
Right Experience +
Right Time +
Right Place



Vision

To be the world's premier war fighting force, and governmental institution which attracts and retains the nation's most talented, service-seeking men and women. Our mission-driven, Sailor-centric human resources system is supported by our core values and a culture that enables choice, flexibility, and responsiveness to the needs of our Sailors and their families.



CNRC's Vision

To recruit the very best young men
and women to serve in the world's
greatest navy...one future
Shipmate at a time.



NAVY RECRUITING COMMAND

Male 17-21 Youth Population

10 M

7.8 M

5.5 M

5.1 M

Doing
Something
Else

Already
in
Service
(~360
K)

Full Time in
College
(~1.8 M)

Morally or
Medically
Unqualifie
d
(~2.2 M)

Test Score
Unqualifie
d
(~2.3 M)

Unqualified
for Military
Service

DoD 5 Year
mission from
the 17-21 year
male market
(~ 800 K)
requires 1 out
of every 4

3.3 M

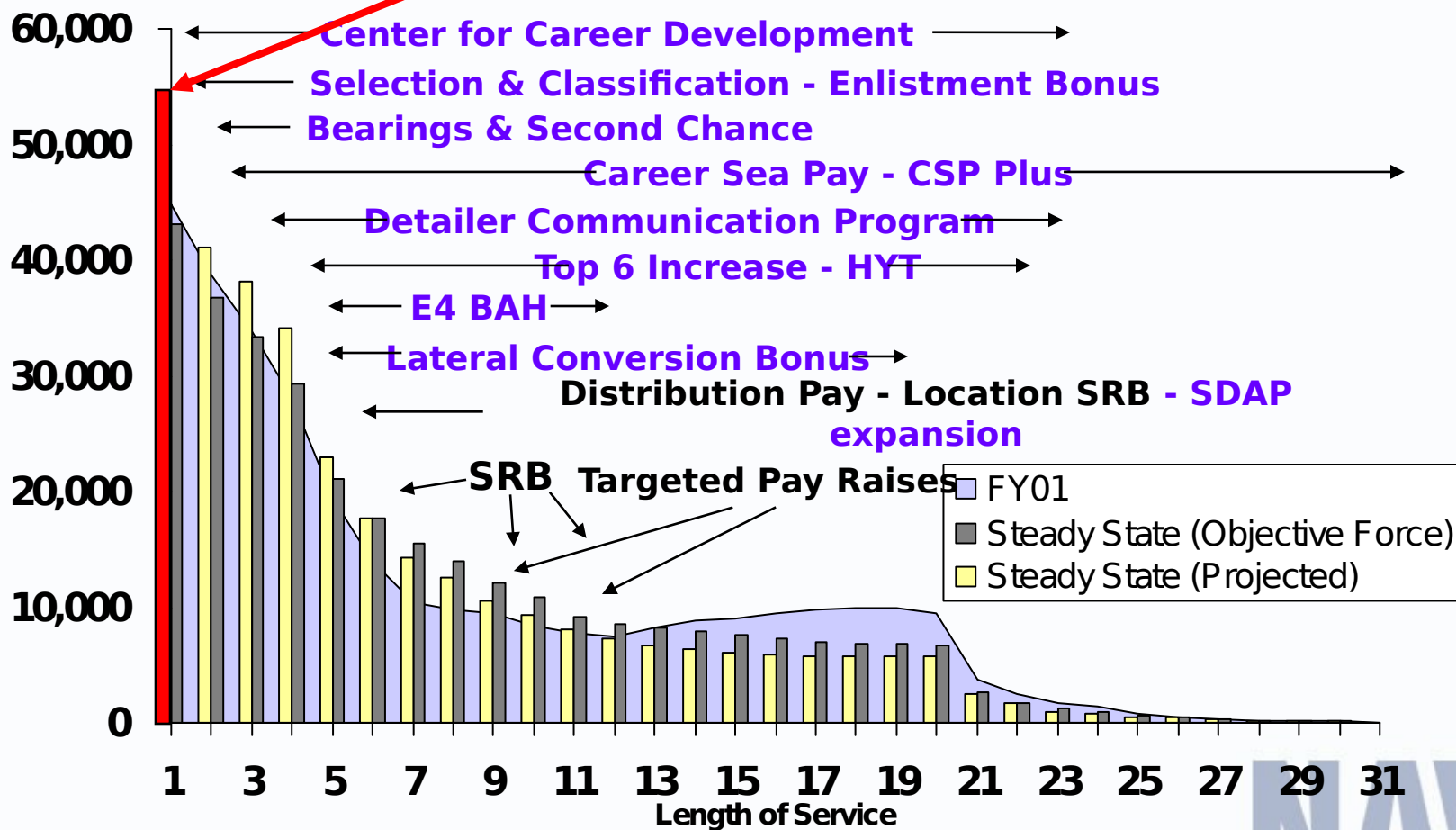
Recruitab
le

accelerate your life™



Enlisted Focus Areas

We Work In Year "0"





NAVY RECRUITING COMMAND

Year “ Ø ”

- ✓ Enlistment Bonus (EB)
- ✓ Navy College Fund
- ✓ Loan Repayment Program
- ✓ Montgomery G.I. Bill
- ✓ DEP Training
- ✓ Tech Prep
- ✓ EB for College Credit
- Selection and Classification
- Navy College First

Do these incentives make the Navy a competitive option for young Americans?



Recruiting Opportunity: College Access

- Aggressively promote current incentives and programs to the college stopout and dropout market:

| | <u>16-18 Year-Olds</u> | | <u>19-24 Year-Olds</u> | |
|-------------------------|------------------------|---------|------------------------|--------|
| | % | n | % | n |
| <u>Stayouts*</u> | | | | |
| 1995-98 (M) | 17.2 | 77,180 | 25.4 | 31,221 |
| 1995-98 (F) | 13.3 | 79,159 | 29.5 | 28,311 |
| Total | 30.5 | 156,339 | 54.9 | 59,532 |
| <u>Stopouts*</u> | | | | |
| 1995-97 (M) | 12.5 | 54,064 | 16.5 | 19,342 |
| 1995-97 (F) | 10.8 | 62,933 | 23.9 | 22,065 |
| Total | 23.3 | 116,997 | 40.4 | 41,407 |

- Are there other methods to penetrate the market and attract this group?



Recruiting Opportunity: Funded Enlistment Incentives

- FY02 Programs

| | <u>Funded (\$M)</u> | <u>Unfunded (\$M)</u> |
|-------|---------------------|-----------------------|
| - EB | 98.1 | 10.0 |
| - NCF | 18.0 | 28.4 |
| - LRP | 0.1 | 0.0 |

- What are the real tradeoffs between these enlistment incentives?
- How do we make our incentives work better?
 - CNRC recently commissioned an enlistment bonus (EB) study with CNA.



Recruiting Opportunity: American Diversity

- Building diversity
 - Ensure our diversity targets meet or anticipate the nation's blend of racial/ethnic groups.
- Is this diversity possible given the strong competition for talented youth in the private sector and the availability of qualified youth in some socio-economic, racial, and ethnic groups?



Recruiting Challenges

- Improve the overall performance of recruits .
 - Lower the cap on NHSDG's from 10% to 8% this year.
 - Lower NHSDG attrition rate by:
 - » Tightening up on the HP3 screen
 - » Instituting new screening tools (ASPEN).
 - » Tightening up on standards and waivers across the board.
 - Increase the percent of recruits in the upper mental group.
 - » This may be a by-product of successfully targeting the college stop/dropout youth and/or improvements in diversity recruiting.



Research Challenges

- Revise the current PRO model or develop a new model that analysts and planners can use to forecast the tradeoffs between various recruiting resources (recruiters, advertising, EB, etc.)
- How can we further leverage technology to improve our business practices?



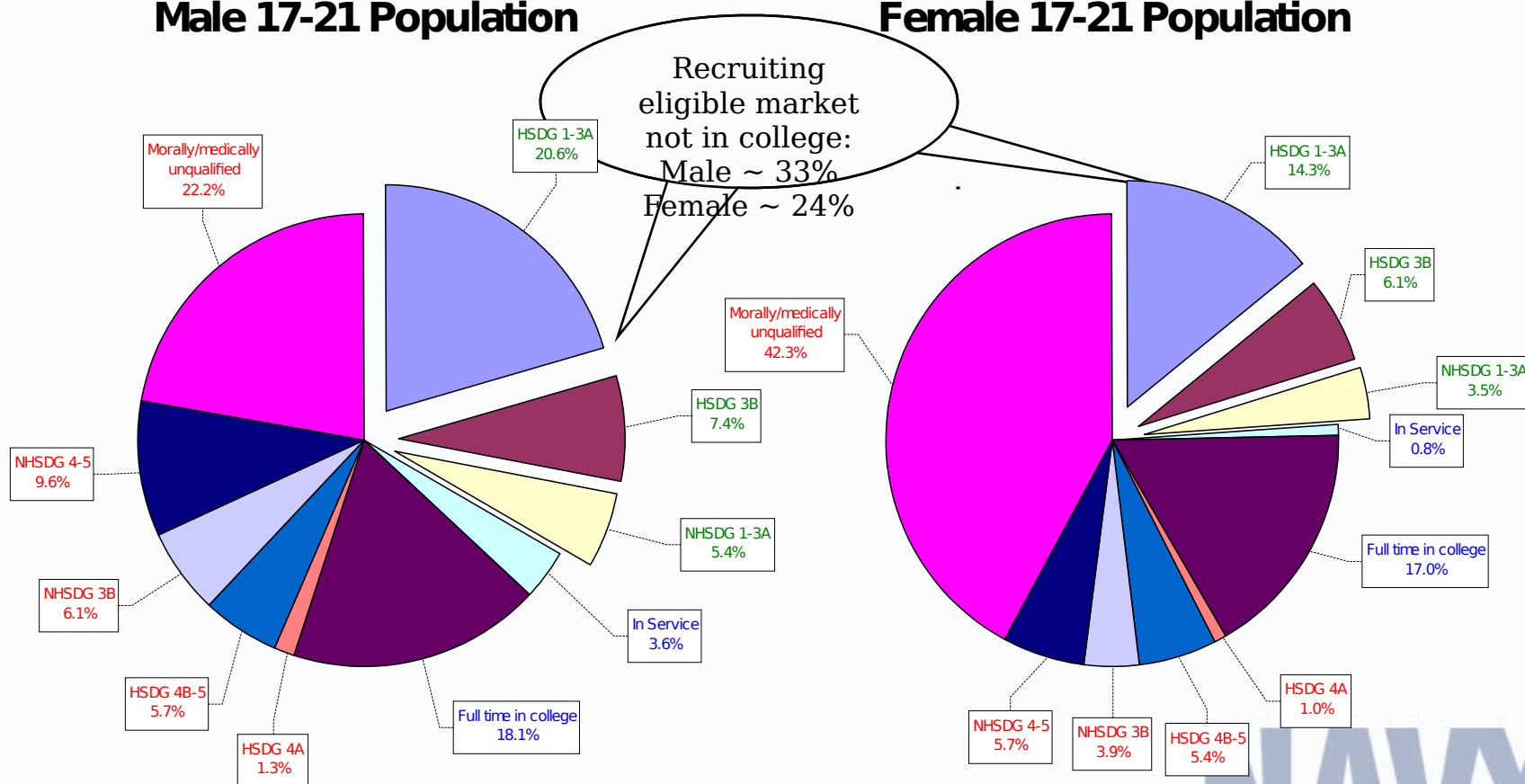
Backup Slides



Demographics

Male 17-21 Population

Female 17-21 Population





Recruiter Selection

- Improving the recruiter selection process
 - Screen prospective recruiters, while they are still in the fleet, using a personality survey.
 - » Recruiter Selection Tools
 - » NPRST Recruiter Selection Battery
 - Improved selection should increase recruiter productivity, improve their job satisfaction, and lower costs.